



Outreach Through Collections: A Collaborative Design Project

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Abstract

In 2014, Library Administration wanted a student-created holiday card to send to donors. The Special Collections and Humanities librarians worked with Library Administration to develop an outreach project with the Art Department. This poster reflects the collaboration between Appalachian State University librarians who worked with the Art Department to employ a model of exploring historical and visual Library materials to inspire student-created holiday cards.

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Outreach Through Collections: A Collaborative Design Project

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Project Overview

In 2014 and 2015 Appalachian State University librarians worked with the Art Department to employ a model of exploring historical and visual Library materials to inspire student-created holiday cards for Library donors.

Inspiration

Students draw inspiration from a class session that provides an opportunity for them to explore rare books and graphic materials from Belk Library's Special Collections and from the Library's art book collection.



Competition

Students design holiday cards and compete to have their design selected for commercial printing. Judges meet at the end of the project to select the winners who receive gift cards. One finalist is selected to have his or her card distributed to library donors.



Planning

In 2014, Library Administration wanted a student-created holiday card to send to donors. The Special Collections and Humanities librarians worked with Library Administration to develop an outreach project with the Art Department. The project included a collaboration among the following:

- **Library Administration:** handled ordering supplies for screen-printed and commercially-printed cards; mailed cards to donors; participated in judging; awarded prizes to winning students.
- **Special Collections Librarian:** worked with the Art instructor to select inspirational items from the collections that students explored in a class session; participated in judging.
- **Humanities Librarian:** worked with students during the class session; participated in judging; attended screen-printing classes throughout the semester.
- **Art Instructor:** created the assignment; worked with students to create practical designs; worked with Special Collections to select items; worked with Library Administration to order supplies for original screen-printed cards; participated in judging.
- **Art Department Chair:** participated in student work sessions and judging.

Library
Administration

Collection
Management

Donors

Special
Collections

Students

Art
Department

Collaborative Outreach

Benefits

Students gain real-world experience by having an opportunity to see their work published and distributed to a wider audience. The finalists receive prizes/compensation in the form of gift cards. Students also gain experience using special collections materials as inspirational, visual objects.

The Library builds outreach opportunities with the Art Department and donors by using its collections to inspire students who design the holiday cards. The Library builds connections between Special Collections and Collection Management by working on a project of mutual interest. The Humanities Librarian gains knowledge of special collections materials.

The Art Department has the opportunity to showcase its students' work through the project. The Library will continue to collaborate with the Art Department by using the model with other art classes in the future.

